

**WE CLAIM:**

1       1. A method for utilizing accumulated consumer sales  
2 transaction data in a system comprising a plurality of consumer  
3 sales transaction servers and a main database server, the method  
4 comprising the steps of:

5       retrieving the consumer sales transaction data from the  
6 plurality of consumer transaction servers;

7       storing the consumer sales transaction data in the main  
8 database server;

9       processing the consumer sales transaction data to create  
10 processed consumer sales transaction data; and

11       targeting the consumer with advertisements in response to the  
12 processed consumer sales transaction data.

1       2. The method of claim 1 wherein the step of processing  
2 includes the steps of:

3       standardizing the consumer sales transaction data into a  
4 predetermined format, thus generating standardized sales data;

5       storing the standardized sales data in the main database  
6 server memory; and

7       accumulating the standardized sales data for each consumer  
8 such that a group of the standardized sales data relating to a  
9 specific consumer and gathered from at least one of the plurality  
10 of consumer transaction servers is assigned to that consumer in the  
11 form of a consumer data file.

1       3.   The method of claim 2 and further including the step of  
2   segmenting the standardized consumer sales transaction data such  
3   that a group of consumers can be defined by the group's  
4   characteristics.

1       4.   The method of claim 2 wherein the step of standardizing  
2   includes grouping the consumer sales transaction data into a  
3   plurality of data fields that are separated by delimiters.

2       5.   The method of claim 4 wherein the delimiters comprise  
3   semicolons.

2       6.   The method of claim 4 wherein the data fields comprise a  
3   field for a consumer's age, a field for the consumer's mailing  
4   address, a field for the consumer's item of purchase, a field for  
4   the purchase date, and a field for the consumer's cost of purchase.

1       7.   The method of claim 1 wherein the step of retrieving  
2   includes downloading the consumer sales transaction data from the  
3   plurality of consumer sales transaction servers over a telephone  
4   line.

1       8.   The method of claim 1 wherein the step of retrieving  
2   includes downloading the consumer sales transaction data from the

3 plurality of consumer sales transaction servers over a satellite  
4 system.

1 9. The method of claim 1 wherein the step of targeting  
2 includes mailing brochures to the consumer in response to the  
3 processed sales transaction data.

1 10. The method of claim 1 wherein the step of targeting  
2 includes emailing advertisements to the consumer in response to the  
3 processed sales transaction data.

1 11. The method of claim 1 wherein the step of targeting  
2 includes mailing coupons to the consumer in response to the  
3 processed sales transaction data.

1 12. The method of claim 1 wherein the step of targeting  
2 includes telephoning the consumer in response to the processed  
3 sales transaction data.

1 13. A system for utilizing accumulated consumer sales  
2 transaction data that comprises sales and personal data relating to  
3 a consumer including the consumer's personal spending habits, the  
4 system comprising:

5 a main server database comprising memory that stores the  
6 accumulated consumer sales transaction data; and

7 a sales transaction apparatus coupled to the main server

8 database, the sales transaction apparatus comprising:

9 an identification verification device that accesses the  
10 accumulated consumer sales transaction data based on the  
11 identification of the consumer; and

12 a video display apparatus that displays retail  
13 information in response to the identification of the consumer.

14. The system of claim 13 wherein the sales transaction apparatus further comprises an audio apparatus for emitting audio responses.

15. The system of claim 13 wherein the identification verification device comprises a card reader having the capability of reading data off of magnetic strips.

1 16. The system of claim 13 wherein the sales transaction  
2 apparatus further comprises a printer for printing retail  
3 information in response to the consumer sales transaction data.

1 17. The system of claim 13 wherein the sales transaction  
2 apparatus comprises a gas pump having a built-in card reader and  
3 video display apparatus.

1       18. The system of claim 13 wherein the video display  
2 apparatus includes a liquid crystal display capable of displaying  
3 video images.

1       19. The system of claim 13 wherein the video display  
2 apparatus includes a cathode ray tube capable of displaying video  
3 images.

1       20. A method for utilizing accumulated consumer sales  
2 transaction data in a sales transaction apparatus comprising an  
3 identification verification device and a video display apparatus  
4 that displays retail information in response to the identification  
5 of the consumer, the method comprising the steps of:  
6           determining the identity of the consumer;  
7           accessing the accumulated consumer sales transaction data in  
8 response to the identification of the consumer to find the  
9 consumer's personal accumulated consumer sales transaction data;  
10 and

11       displaying retail information on the video display apparatus  
12 tailored to the identification of the consumer in response to the  
13 consumer's personal accumulated consumer sales transaction data.

1       21. A method for utilizing accumulated consumer sales  
2 transaction data in a system comprising a plurality of consumer  
3 sales transaction servers and a main database server, the

4 accumulated consumer sales transaction data comprising a date of  
5 purchase for retail items, the method comprising the steps of:

6 retrieving the consumer sales transaction data from the  
7 plurality of consumer transaction servers;

8 storing the consumer sales transaction data in the main  
9 database server;

10 processing the consumer sales transaction data to create  
11 processed consumer sales transaction data;

12 comparing the date of purchase of a predetermined retail item  
13 to a present date; and

14 if the difference between the date of purchase and the present  
15 date is greater than a predetermined time period, targeting the  
16 consumer with information regarding the predetermined retail item.

1 22. The method of claim 21 wherein the predetermined time  
2 period is an average time required for the predetermined retail  
3 item to require replacement.

1 23. The method of claim 21 wherein the step of processing  
2 includes the steps of:

3 standardizing the consumer sales transaction data into a  
4 predetermined format, thus generating standardized sales data;

5 storing the standardized sales data in the main database  
6 server memory; and

7        accumulating the standardized sales data for each consumer  
8        such that a group of the standardized sales data relating to a  
9        specific consumer and gathered from at least one of the plurality  
10      of consumer transaction servers is assigned to that consumer in the  
11      form of a consumer data file.

1        24. The method of claim 21 wherein the step of standardizing  
2        includes grouping the consumer sales transaction data into a  
3        plurality of data fields that are separated by delimiters.

4        25. The method of claim 24 wherein the delimiters comprise  
5        semicolons.

6        26. The method of claim 24 wherein the data fields comprise a  
7        field for a consumer's age, a field for the consumer's mailing  
8        address, a field for the consumer's item of purchase, a field for  
9        the purchase date, and a field for the consumer's cost of purchase.

1        27. The method of claim 21 wherein the step of retrieving  
2        includes downloading the consumer sales transaction data from the  
3        plurality of consumer sales transaction servers over a telephone  
4        line.

1        28. The method of claim 21 wherein the step of retrieving  
2        includes downloading the consumer sales transaction data from the

3 plurality of consumer sales transaction servers over a satellite  
4 system.

1        29. The method of claim 21 wherein the step of targeting  
2 includes mailing discount coupons, regarding the retail item, to  
3 the consumer.

30. The method of claim 21 wherein the step of targeting includes emailing advertisements to the consumer regarding the retail item.

31. The method of claim 21 wherein the step of targeting includes mailing coupons, regarding the retail item, to the consumer.

1           32. The method of claim 21 wherein the step of targeting  
2 includes telephoning the consumer regarding the retail item.